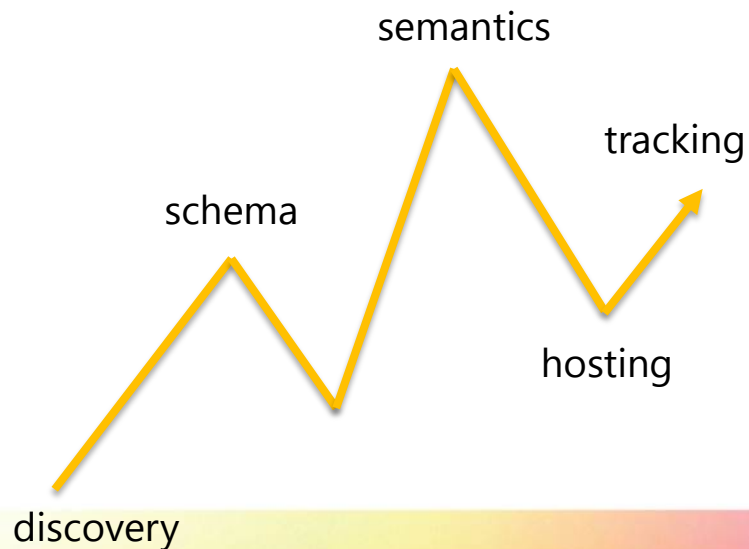


Data in the Real World

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Real World Challenges



- Academia consumes massive amounts of data
- Data acquisition pipe is unwieldy
- Sharing data is difficult

Real World Challenges

Challenges for Data Publishers:

- What's a good quality dataset?
- How much is it worth?
- How do I share it without building my own channel?
- Can I control who accesses my data (my terms, price, etc.)

Challenges for Academia:

- Do I have to pay for data?
- Can I securely share my data?
- How do I know who's using it?
- Do I have rights on derivatives?

Challenges for Data Consumers:

- What data exists?
- How can I find it?
- Is the data trustworthy?
- Data supported in my tools and experiences?
- Different payloads and queries per dataset / provider
- How many formats?! Is anything an open protocol?
- Different security models?
- Easy to mash up and consume on ANY platform?
- How can I make money?

WINDOWS AZURE MARKETPLACE DATAMARKET - PREMIUM, TRUSTED, SECURE

Easily Discover And Explore Datasets

Discovery, Exploration and Acquisition of Information

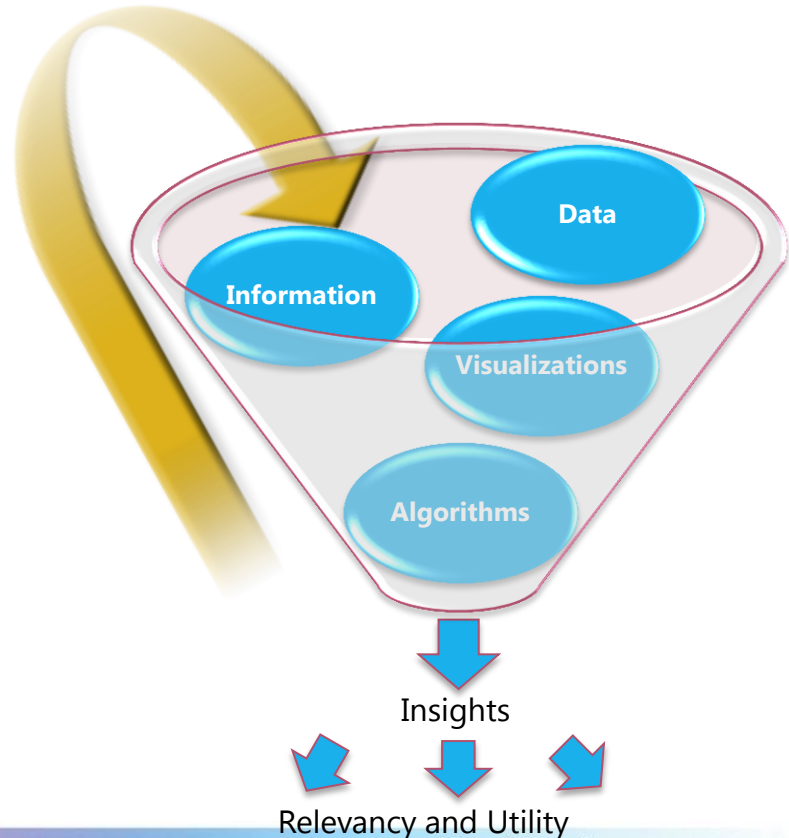
DATA CATEGORIES

- Financial*
- Economic*
- Business Demographics*
- Consumer Demographics*
- Social*
- Location-based*
- Transportation*
- Health & Wellness*
- Weather*
- Mathematics*
- Entertainment & Sports*
- More...*

Secure Marketplace Environment

Commissioned, managed instance

- Insights services
- *Insights publication*
- Contribution tracking
- Billing, monitoring
- User policy management



Relevancy and Utility

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OPEN DISCUSSION

Resources

▶ <https://datamarket.azure.com/>

▶ <http://blogs.msdn.com/datamarket/>

▶ <http://www.facebook.com/azuremarket>

▶ <https://datamarket.azure.com/addin>

▶ cliens@microsoft.com rmall@microsoft.com

BACKUP

DataMarket APIs

- OData-based APIs for access to the service
 - Query language over HTTP
 - Standardized metadata
 - Server-based filtering and sorting
 - Pagination for large result sets
 - Open standard (www.odata.org)
 - Support for a lot of languages, including C#, VB.NET, PHP, Objective C, etc.
 - ATOM feed as response
- Authentication using DataMarket basic auth or OAuth 2.0

How do I buy it?

- Free and commercial datasets
- Content provider sets the price
- Two supported subscription models
 - Unlimited number of queries per month
 - Limited number of queries per month and minute
- Credit card payment
- Trials available

Where can I buy?

- We are available in 9 countries now
 - USA
 - Australia
 - Austria
 - Canada
 - France
 - Germany
 - Italy
 - Spain
 - UK
- Soon we will add even more!

Publishing data in DataMarket

- You are in control of the
 - data
 - price
 - terms of use
- Easy publishing - we create the consumer facing APIs
 - Connect to SQL Azure
 - Wrap existing web services
- Receive periodic reports and payouts



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